

## **AMENDMENTS TO THE SPECIFICATION:**

Please replace the title with the following:

**“TRANSFLECTIVE LIQUID CRYSTAL DISPLAY DEVICE HAVING PHASE DIFFERENCE FORMING MEANS”**

Please replace paragraph [45] with the following amended paragraph:

“On the other hand, in the transflective liquid crystal display device according to the present invention shown in FIG. 2, the light emitted from the backlight 11 in the reflective region B in a transmissive mode can pass through the above described circularly polarized light plate 3, and can thereby be used for a display. Assuming that the reutilization rate of light is  $[[a]] \alpha$ , the utilization rate of this light is  $[[a]] \alpha B\%$ . Furthermore, the utilization rate of the light emitted from the backlight 11 of the transmissive region A is 50 A % as described above. Therefore, the utilization rate of the light used in the transmissive mode is  $[[a]] \alpha B\% + 50A\%$ .”

Please replace paragraph [46] with the following amended paragraph:

“[0046] Note that the light utilization rate  $[[a]] \alpha$  is a value affected by the reflectance of the reflective film 11b and the degree of cancellation of circular polarization of the diffusing film 11a of the backlight 11, and  $[[a]] \alpha$  is small when the reflectance of the reflective film 11b and the degree of cancellation of circular polarization of the diffusing film 11a are small.”